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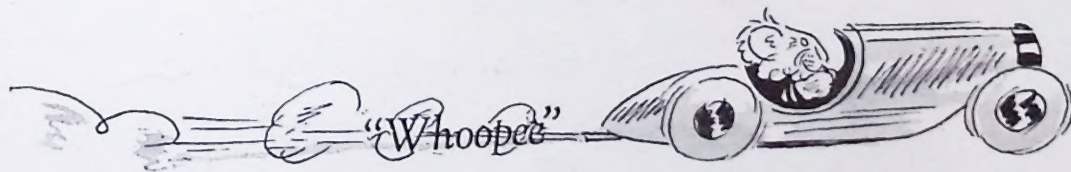
CANADIAN MOVING PICTURE DIGEST

Vol. 24, No. 31

TORONTO 2, CANADA

November 26th, 1932

**WATCH OUR "RED DUST"
AS WE GO "SMILIN' THRU"
1932-33 ON THE WAY TO
"PROSPERITY"!**



Leo of M-G-M

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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and win some of the \$200 Prize Money

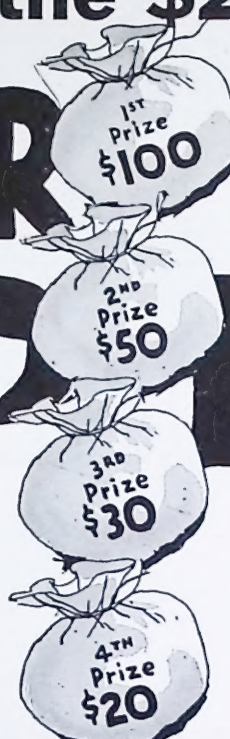
DRESSLER MORAN PROSPERITY

HOW TO PROMOTE IT!

1. Get the Special Campaign Book (in addition to press sheet)
2. Organize Prosperity Week with city authorities, linking up newspapers, Chamber of Commerce, local merchants. This is outlined in campaign book together with full page co-operative "Prosperity" mat.
3. Promote a "Prosperity" street parade with local merchants, civic bands, schools, local military.
4. Run special "Prosperity" 1-column teaser ads daily five days ahead of opening. Ask for them at your M-G-M Branch.
5. M-G-M has made up special aids for you, including stickers, paper pennants, valances, burgees, banners, cut-out wood letters, "Prosperity" bonds, compo heads, oil paintings, "Prosperity" snipes etc. etc.
6. Ask for Extra Aid, through Personal assistance or by mail from M-G-M Exploiters listed in campaign book.

RULES OF CONTEST

1. \$200 in prizes for best promotion campaign on "Prosperity." 1st prize, \$100; 2nd prize, \$50; 3rd prize, \$30; 4th prize, \$20.
2. In case of ties, duplicate prizes will be awarded.
3. Campaigns must be fully documented with proofs of activities, not merely a list of them.
4. Contest ends January 15th, 1933.
5. Send your campaign to "Prosperity Contest Editor", 1540 B'way, N.Y. C.
6. The judges are: "Chick" Lewis, M. P. Herald; Epes Sargent, Variety; Jack Harrower, Film Daily; Red Kann, M. P. Daily.



GO "SMILIN' THRU" 1932-33 with M-G-M

Canadian Churchman states "The Films are perhaps the strongest influence on public opinion today"

Canadian Moving Picture DIGEST

Established in 1915 for
Exhibitors

Subscription: \$5.00 yearly

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Company, Limited

RAY LEWIS
Editor and Managing Director

259 Spadina Ave., Toronto

Vol. 24, No. 31

TORONTO 2, CANADA

November 26th, 1932

"GLUTTONS FOR PUNISHMENT"



EVER watch a child try to play with fire, get its fingers burnt, and when they healed, unless the parents of the child have administered a few spanks in that particular spot nature cushioned for just such emergencies, the child attempts to play with fire again!

This Infant Industry adores playing with fire, it is a "glutton for punishment". For instance, it has learned its lesson, apparently well, in respect to centralized control and direction of theatres; and for the past two years it has been making desperate efforts to decentralize theatre control. Its ablest men have frankly admitted the failure of "push-button showmanship"; and theatre operation is now being directed toward the utilization of showmanship ability.

In the economic debacle through which we have passed; and in which the world economically is still floundering, our Infant has been "carrying on"; and what has helped to provide him with a Change of Diapers, is the Independent Showman, who refused to be put out of business; and who has during the past two years, managed by some special providence which looks after Independent Showmen, to improve his theatre and to Sound it to meet modern demands!

Economic depressions have not demoralized the Independent Producer either; and Independent product is a vital necessity for the Film Market in these times, when the Big Fellows are under obligation to Banks, etc.; and can only have a limited supply of cash for production purposes!

Now the point of this presemble is the reports which reach us to the effect that some of our national distributing companies are proposing to run Canada with a "push-button" in a head office in New York. It is the intention to eliminate General Managers; and have each province report to New York, for instructions!

Each province will become a regional district

under the supervision of New York, which in turn intends to attach certain provinces in Canada to a district in the U. S., so we are told!

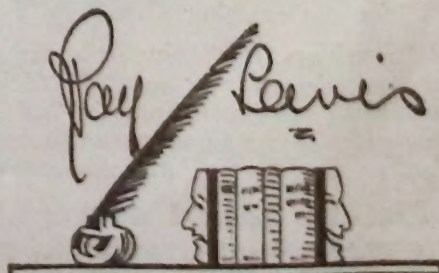
There is nothing wrong with the idea if Canada flew the flag of the U. S., but considering that Canada is a British Dominion, with its own Provincial and Federal Governments, not overlooking its Governor-General, who represents King George of England, our advice to these national producer-distributors is to leave the film business of Canada under the direction of a General Manager in Canada, who is responsible for Canada as a whole.

It is better to pay taxes because you have made profits than to save taxes and lose your profits! If it is true that "there's many a slip 'twixt the cup and the lip", imagine how many slips can be made by a U. S. sales manager trying to straddle a boundary profitably!

"SUB JUDICE"

YOU have heard this term used in connection with legal action. It is the Latin for "under consideration". That is the position of the British International Pictures vs. Ray Lewis action, wherein Ray Lewis is suing B.I.P. for an alleged break of contract, return of money advanced and \$550,000 damages!

After close to a year of preliminary legal bouts, in which actions B.I.P. repeatedly endeavored to eliminate the parent company from the action, the plaintiffs and defendants are scheduled to appear before Justice Raney, on Monday, November 28th, at Toronto. The sins of the fathers may be visited upon the children unto the third and fourth generation, but in this generation of the Administration of Justice no Parent Company can with ease pass its sins on to a subsidiary, for "sub judice", does not mean "sub Judas"!



RAY



RAY LEWIS

PRESENTS

THE Motion Picture Industry appears to be full of surprises for its Showmen, just as the Drama was full of surprises for its Showmen, the Veterans, the Wise Ones, who sat in the High, the Most High Places and passed their judgments as "Yea", or "Nay".

It was not only "Within the Law", which that most astute showman, Brady, turned down, to his later chagrin at its phenomenal success, or glorious dramatic duds, which scaled the Heights of Million Dollar Returns, such as "Abie's Irish Rose", also turned down again and again, but dozens of other plays, predicted to be failures, which made a disappointed Show World, which believed in itself, take courage, since the Wise Ones who sat in the High, the Most High Places, had to later confess that occasionally they turned down what they should have turned up!

Among our Industry's greatest box-office successes, there have been surprises aplenty! We have not the space to enumerate them, but here in Canada the Royal Bank Building at the corner of Yonge and King Streets, where sit the Wise Ones in the High, the Most High Places, these at times have to rearrange the schedule of their first-run bookings to accommodate a picture, given a try-out in the "tall timbers". For such pictures are oft-times such winners with the natives, that these wonder why those in the Most High Places ever handed them such a present.

Recently there was much excitement over an English picture, which was snatched from Oblivion, and not only given a first run in Ye Queen City, but booked over Ye Famous Paramount-Controlled Canadianized Stars and Stripes circuit.

"THE CROOKED CIRCLE", another surprise picture, a World-Wide, opened at the Hollywood, Toronto, and made Toronto talk sufficiently long and loud, so that it received a return engagement before we had time to turn around. Zasu Pitts is a great favorite in Toronto; and the Canadian Rubes laugh whenever she appears in a picture, whether the scene is set for comedy or tragedy. We should worry if Zasu is worked into a dramatic scene, all we know is that Zasu Pitts is there and how we laugh, which may prove hard on the scene, but it agrees with us, therefor, what agrees with the public always makes the box-office healthy; and when a box-office is healthy it's "Yontiff" for the exhibitor.

Did "Sunshine Susie" give us a surprise? Ask the man who owns it; and will "Maid of the Mountains" surprise us, not the "us" who know that this Empire Films picture is booked over the Famous Players Paramount-controlled

circuit and in numerous Independent theatres, but the "us" who are not in the "know". Incidentally, the picture is a B.I.P. and is Ray Lewis joyful that it is going to make "dough", we leave the answer to your showmanship imagination.

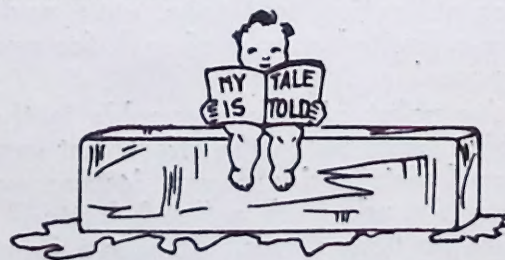
WE remember meeting Frank Buck and Fred McConnell during "Mac's" enthusiasm over "Bring 'Em Back Alive", which had been screened. Ed. Depinet was excited also, in fact so excited after the screening of Buck's picture that The Digest walked away from his office with some business on its own. Notwithstanding the enthusiasm, this picture was a surprise and we told Mac, who was a recent visitor in Toronto, that considering the coinage of "Bring 'Em Back Alive", he should have Buck follow up with a picture entitled, "Ain't Nature Grand".

Toronto is still talking about Norma Shearer in "Smilin' Through". There was no uncertainty about this picture, but not even her most devoted fans conjured up such a success as Norma Shearer in "Smilin' Through". We are ripe for another showing of "Smilin' Through" at Loew's; and we are ready to give M-G-M the next year's award for the most beautiful picture.

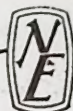
It is good for this Industry to have its surprises, for showmen to fail where they planned for success, and to succeed where they were dubious. It is the touch of nature which keeps Showmen human, it is the element of hope which keeps Showmen and producers producing.

THERE is a report from England to the effect that Gaumont-British now control over four hundred theatres. An official announcement states that Mr. Mark Ostrer, chairman of the Gaumont-British Pictures Corp., Ltd., and Mr. C. M. Woolf, deputy chairman and joint managing director, were recently nominated to the board of the Moss Empires, Ltd., to replace Mr. Will Evans and Mr. Charles Gulliver, the latter two who resigned. Gaumont-British now becomes the dominant Entertainment Enterprise of Great Britain.

The consolidated interests under Gaumont-British banner include: Total capitalization, £6,968,785; theatre and hall control 413.



Motion Picture Herald survey Aug. 15th to Oct. 15th inclusive—525 theatres were re-opened U.S., construction completed on 32 theatres



// *As good
as Northern
Electric* // *

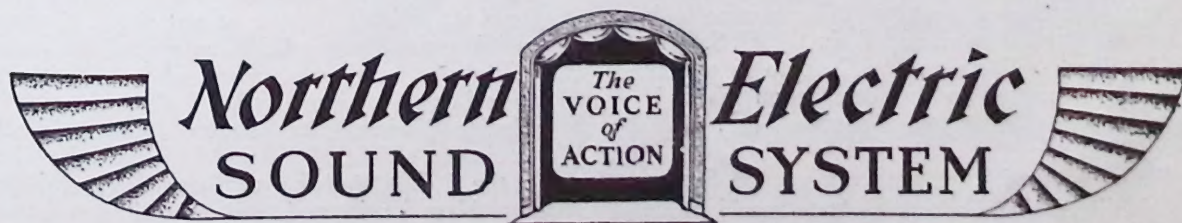
A CLAIM
THAT HAS
COST THE
INDUSTRY
MILLIONS

★ Sh--h! don't tell anyone,
but the new Circle Theatre
now under construction for
Mr. Friedman on North
Yonge Street, Toronto, and
which will be the last word
in Motion Picture Houses,
will be Northern Electric
Equipped — with "THE
VOICE OF ACTION".

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★ WESTERN ELECTRIC IN
ALL OTHER COUNTRIES

Observations



By The Editor

WE should start off this column by singing, "see him smiling, see him smiling, see him smiling just now, just now see him smiling, see him smiling just now. He's a daisy, he's a daisy, he's a daisy just now, just now he's a daisy, he's a daisy just now, Hip Hip Hooray, Tiger, excuse Leo, the Lion. For Leo again walks off with the Academy Award for the year's best picture, "Grand Hotel". What a Lion. What a Picture. What a Record. As they say in England, "What, What!"

NOT only did Metro-Goldwyn-Mayer secure the award for the year's best picture, 1931, but Leo also captured the Academy's award for Helen Hayes' best performance for the year, "The Sins of Madelon Claudet", best original story, "The Champ", by Frances Marion, and the year's award for the best short, Hal Roach's "Music Box", a Laurel and Hardy comedy. Wallace Beery in "The Champ" received special mention and an extra award for his personal performance in this picture. No wonder that Prosperity has turned the corner for M-G-M and that Marie Dressler and Polly Moran are bringing it to exhibitors on a "silver platter". Welcome to our country, "Prosperity", as a baby needs its mother, that's how we need you.

MEANWHILE, all is not so quiet on the new standard exhibition contract, for United Artists have not yet signified its intention to adopt it; and M-G-M, while generally approving, still find a few clauses which need "ironing out". You know the old hokum, boys, "Let's get together", for "Together is better than not together"; and Tammany still is having its voice cultivated with which to sing, "Tammany, Tammany, wampum, swampum, get the wampum, Tammany". Remember, as long as there are "crying exhibitors", the distributors will have to cry with them!

WHILE we are musically inspired in this issue, may we report that the music publishers are endeavoring to form an association independent of existing affiliations, in order to arrive at a uniform agreement respecting music contracts with producers. It is ripe time and here's our good wishes to Major Edward Bowes, who is chairman of the film producers' committee, but who may be called upon to officiate in the capacity of commissioner, or arbitrator, should the committees fail to harmonize.

MAURICE A. DENT, managing director of British International Pictures (Export) and a director of B.I.P., arrived in New York from London, to adjust the differences which have developed in connection with the Pat Powers distribution of B.I.P. in the U.S. Incidentally Mr. Dent will proceed to Toronto to appear on behalf of his company in the legal action which is proceeding there. Is Dent a good fixer? ask me!

WHEN Sound made its appearance upon the Screen it was predicted that Talking Pictures would prove a forerunner of a revival of the Drama. Evidently someone thinks it is worth an experiment, for Mike Marco, of Fanchon & Marco, is proposing to present full-length

dramas at some picture houses. He is reported to have twenty houses lined up for the stage shows, the top price will be \$1.00, with two shows daily as the policy. Marco is endeavoring to secure the co-operation, or affiliation of some of the theatres of our major companies. If the Industry will travel back to the beginning of Loew's Picture Shows, it will find that Marcus Loew gathered into his fold the theatres which had gone dark, or were starving, on melodrama, in these he presented vaudeville and pictures. History may be repeating itself, but in a reverse plan, Marco is gathering in the "dead picture houses" for the presentation of the Drama. Who knows but that the Drama is having a resurrection, and in this rebirth, even the dead, and dying houses will come back to life. What have our showmen to lose by taking a chance? The success of the simplest utility, formed from the mind of an inventor, has often provoked us to say, "Why didn't I think of it?"

THE Screen appears to have freed itself from the monopoly of any single electrical group, following the "consent decree" signed recently in the U. S. Government's action against R.C.A. and other electrical companies. The signing of the "consent decree", submitted by the U. S. Government, with the approval of the defendants, ended the Federal Government's anti-trust suit against R.C.A., General Electric, Westinghouse and ten other electric corporations.

The suit, as far as it involved General Motors and Western Electric, was dismissed. General Electric and Westinghouse are ordered to divest themselves of their 60% holdings in R.C.A. In a period of three months R.C.A. must dispose of substantially 50% of these holdings by distributing them to its own shareholders; and the balance of these shares must also be distributed within a period of three years, to its shareholders. No General Electric, or Westinghouse officers are to remain on the board of directors of the R.C.A., although Owen D. Young of General Electric, and A. W. Robertson of Westinghouse, may continue to officiate for a period of five months from the date of this decree. The advisory board of the National Broadcasting Co. does not come under the orders of this decree, as long as its position remains only advisory.

ANY restraint of trade agreements and cross-licensing of patents are to be discontinued and the defendants are given two and one-half years to replace their present foreign contracts to which the U. S. Government objects.

R.C.A. receives additional patent rights enabling it to extend its activities in the patent field. General Electric and Westinghouse will be permitted to make radios immediately under their own patents, and after a period of two and one-half years, under R.C.A. patents. R.C.A., in order to discharge its debt to General Electric and Westinghouse, a debt of \$17,938,733, will give these companies the R.C.A. Building at Fifty-First and Lexington Avenue, New York, and will in addition issue to the two electric companies \$4,255,000 of ten-year debentures. The balance of \$8,938,733 is discharged in consideration of new agreements among the three companies.

**Clara Bow sets new one-day attendance record on Thanksgiving Day,
18,171 admissions**

THE LAUGH TWINS IN A HOT BED OF COMEDY!



RALPH LYNN AND TOM WALLS IN

THARK

by BEN TRAVERS

with MARY BROUGH and ROBERTSON HARE

Directed by TOM WALLS • Director of Production HERBERT WILCOX

A British and Dominions Production

Released by **UNITED ARTISTS**

THARK! THARK! How the dogs do bark! Never have you heard such screams, yells and hilarity in a theatre as there is at every screening of this mystery-farce. All the action takes place in the ghost chamber of a haunted house. The screen's two great comedians, Tom Walls and Ralph Lynn, as the courageous over-night guests in the mystic villa, have an endless succession of weird experiences. Here's a treat for the entire family.

Police Department Delay Action Against Montreal Clergy

When the case of the Montreal clergy was called before Recorder Aime Leblanc, three ministers, the Rev. D. V. Warner, of St. Cyprians' Anglican Church; the Rev. Robert McMath of Mount Royal United Church, and the Rev. C. C. Taylor, of Maissoneuve Presbyterian Church, appeared with their attorney, Harry Budyk, K.C.

The prosecuting attorney, of the Police Department of Montreal, J. A. Berthiaume, did not appear, and Mr. Harry Budyk, K.C., attorney for the clergy, after communicating with him by telephone, announced that the Police Department was seeking a further delay in the hearing.

"From authoritative sources, I gather that the police department is considering the advisability of whether to proceed or not with the charges. It is quite possible that there will be an imminent move on the part of the police to abandon the case. But, on behalf of my clients, I want to make this plain. The defence will not agree to any conditional abandonment; there must be no conditions attached to the city's withdrawal from prosecution. If conditions are attached, the defence will elect to proceed with the case, establish its evidence and demand a ruling of acquittal from the court."

Mr. Budyk is reported as alleging that the city's actions were obviously erratic, marking usurpation of power not found in city by-laws.

"Picture shows in Church Halls, could not be branded as 'public'", states the attorney for the clergy, and "Church Halls could not be labelled 'places of amusement', and herefore are exempt from payment of theatre tax." Moreover, the attorney points out that "Quebec's moving picture act of 1928 stated plainly that cinematic shows for children under sixteen years of age could be given in church, college or convent halls."

Recorder Lablanc postponed the hearing until November 29th. This action is the result of a battle between the police department and Montreal clergy, the latter's rights to stage educational picture shows in church halls for children are involved.

The three Protestant ministers who appeared for trial, are alleged to have presented moving picture shows without having paid the city the 85 cents per set theatre tax exacted of public places of amusement under By-law No. 432.

Hamilton Spectator Glorifies British Film Success

The Hamilton Spectator editorially glorifies the British film stating, "The success of a series of British-made moving pictures shown in Canada this year is extremely gratifying to those who for long have bemoaned Hollywood's grip on this medium of entertainment. At the moment there is playing at a local theatre an English production that compares favorably with anything that has come out of an American studio this year, and that is infinitely better than most of the California or New York releases."

The Spectator continues to acclaim the "impregnable position" of Britain's legitimate theatre ranking, but "there is no denying that for many years its cinema productions were pretty 'gosh-dern awful'".

The editorial concludes with, "If the present tempo is maintained, Canada will welcome the Empire product with open arms and it is conceivable that in a short time there will be an insistent demand in the neighboring republic for productions such as "Sunshine Susie", "Michael and Mary" and "Jack's the Boy".



A scene from "Blue Danube", released through United Artists.

"Good Night Vienna" Means Pleasant Dreams

"Good-Night Vienna" is a British and Dominions picture, released through United Artists. It played the Hollywood recently to excellent business. It is a light comedy, teeming with happy atmosphere, bohemian atmosphere, tuneful songs, pretty girls, and snappy dialogue. It is a most entertaining British picture. Also it may be worth mentioning that "Good-Night Vienna" will leave your patrons ready for "pleasant dreams".

John Allen Leases The King George

John Allen of Thorold, Ontario, has leased the King George, operated for the past four years by the Savoy Theatres Ltd., Arnold Tubman, manager of the theatre has announced that Mr. Allen, who operates the Tivoli at Thorold, will run the house as an Independent theatre. Two changes of program weekly will be the new policy. Alterations and improvement in both sound and projection equipment will be made!

As part of the theatre decentralization plan, Paramount-Publix Corp., will, it is reported, form four new subsidiary companies. The plan will affect some of the theatre chains now under control of Paramount-Publix.

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BOX 17 — DIGEST

**Columbia-United Artists reject new standard contract—Fox-Educational-World
Wide approve**

"Canadian Churchman" Stresses Church Use of Films

THE Canadian Churchman publishes a lengthy editorial headed "A Chat With the Editor". Editorially speaking, The Churchman stresses the use of Films by the Church.

"The Movies, with their recent advance into Talkies," states the editorial, "are one of the most wonderful developments of our day. Their influence cannot be overestimated. In the first place they appeal to such tremendous numbers. In the old country, it is said that twenty million people attend a picture house every day."

"Organized Christianity has not been quick to take hold of the films and use them for religious propaganda. The films are perhaps the strongest influence on public opinion today, yet the Church has been slow to capture it for the cause of religion."

The Churchman continues, "As Canadian citizens we are interested that the films be not overwhelmingly American in their point of view. To this end an Empire Film Exchange Company has been formed. This links up the independent theatres of Canada, so that British companies and independent American companies may show their films in spite of the combine that has had an almost stranglehold of the film business. This Empire Film Exchange Company is opening offices in the principal centres across Canada."

The article continues to emphasize the progress made in news reels with the predominance of Canadian scenes taken by Canadian camera men, with Canadian equipment and shipped to all parts of the world.

"As for British films," states the editorial, "all the major ones for the season of 1932-33 will be shown in Canada. This is the first time that this has happened. Forty-three important British films are scheduled for Canada this season. Montreal leads in the distribution of British films. Toronto is a close second. The British Columbian area and Winnipeg follow in that order as users of British films. Large cities make more use of them in proportion than towns and villages. If any of us want British films let us mention that to the manager of the picture theatre in our neighbourhood. One thing is certain if British films always draw great crowds the use of them go forward by leaps and bounds. The matter is in the hands of those who patronize the films."

Then the Churchman turns to the "sob-stuff", and records that one who visited Hollywood "paints a pathetic side to the movie industry. He was impressed by the striking beauty of the waitresses and chamber maids".

Imagine how "shad" that would make any man feel, to have a beautiful girl wait upon him in a restaurant, and a beautiful chambermaid in a hotel, come into his room at twilight, or sundown, to turn down his bed, or ask him with modest, downcast eye, "Can I do anything for you, sir?" We weep just to think how "shad" this would make any man, who was under ninety, feel. "Even the laundry maids were of fascinating appearance." This too, should make a man feel very depressed since he was being kept clean by a fascinating landress!

It was due to the fact that the girls of today are apt to go movie mad (*Hooray*). Impressed by the fabulous salaries of the stars as reported in the press (*naughty press*) they save their money, throw up their job and go to Hollywood, hoping to make good. But alas, they find that they are one in thousands. Their savings gradually disappear and they take any job that offers, rather than pocket their pride and go home. His pathetic picture

should be taken to heart by pretty girls who feel this "urge".

After this editorial we feel that all men in quest of beauty will hie to Hollywood where waitresses, chambermaids and landresses are beautiful but poor!

The editorial concludes with a strong plea to give parsons "a break" by giving them passes "all over the land" to picture shows. Evidently The Churchman believes that Picture Shows are of benefit to the clergy. "The courtesy of giving passes to the clergy is entirely local, and depends upon the local manager. At least this is so in one great company". Evidently the editor did not relate this company with his statement, "in spite of the combine that has had an almost stranglehold of the film business".

"In Toronto, the Tivoli, the Uptown and the Imperial gives passes to all clergy in clerical garb. We hope that similar courtesy is extended to the parsons all over the land!" (and incidentally don't forget to send parsons all over the land, a chicken for their Sunday dinner.)

New Circle Theatre North Yonge Street

When B. C. Lewis, Sales Manager of the Research Products Department of the Northern Electric Company Limited, Montreal, was in Toronto last week, looking over the situation in this district he reported that he found a somewhat more optimistic spirit than is apparent in many sections. Exhibitors whilst still regretting the disappearance of those glorious days of early '29 when the theatre's rapacious appetite for a "full house" was consistently satisfied, and profits were in due proportion, they nevertheless claim that things are showing some improvement over the business of a few months, and indicate an improvement for the immediate future.

Whilst in Toronto, Mr. Lewis secured the contract for the Sound Equipment to be installed in the new Circle Theatre which is being built on North Yonge Street, Toronto, by Kaplan & Sprachman, and will be a model house in appearance, comfort and audibility.

The design of the interior is being based upon the recommendations of the Northern Electric acoustic engineers, who have made an exhaustive study of the subject as applied to theatres, and it is understood that the acoustic quality of the new Circle Theatre will surpass anything so far developed, according to the engineers.

This theatre is being built for Mr. Friedman, who some years ago was a well-known exhibitor, since when he has become known to many thousands as a successful clothing merchant in Toronto, and is again entering the Moving Picture field.

United Artists Play Dates

"Blue Danube", Tivoli, Saskatoon, Sask., March 1-3; Orpheus, Halifax, N.S., Nov. 28-29-30. "Self Made Lady", Orpheus, Halifax, N.S., Dec. 12-13-14. "Thark", Tivoli, Saskatoon, Sask., April 12-13-14. "Mischief", Osborne, Winnipeg, Man., Feb. 13-18; Tivoli, Winnipeg, Man., Feb. 6-11. "Good-Night Vienna", Tivoli, Saskatoon, Sask., Feb. 7-9-10.

M-G-M approves new standard contract in principle. Five companies have taken no action as yet



Show Business



Additions to Last of "Son-Daughter"

Ben Bard, famous in "The Bat Whispers", "Born Reckless" and other hits, will play a Chinese hero in his next screen role. He was last week cast for Wing in "Son-Daughter", Metro-Goldwyn-Mayer's Oriental mystery romance with Helen Hayes and Romon Novarro.

Clarence Brown is directing the new picture, based on the Belasco stage hit that starred Lenore Ulric. It is a story of China and San Francisco's Chinatown, and all the players will be made up as Chinese characters.

Included in the cast will be Warner Oland, Lewis Stone, Louise Closser Hale, Edward McWade and many others of note.

W.A. McGuire with Universal

William Anthony McGuire, noted stage and screen playwright, began work last week at Universal City where he is under a long term writing agreement which eventually will give him a chance to direct. First assignment is the adaptation of his own story, "When The Time Comes".

Lupe Velez to Make Tour

Lupe Velez has finished her work in the "Phantom Fame" production at the RKO Radio Studio, and has left Hollywood for a personal appearance tour.

She will spend three weeks on the boards, appearing at Boston, Mass., Buffalo, New York, and adjacent cities on the Publix circuit.

Metro to Start 15 New Productions

Fifteen new pictures will get under way at the Metro-Goldwyn-Mayer studio in the near future, giving this company its busiest period of activity of the past year, according to announcement from Culver City.

Six of the new productions will be adapted from plays, seven are original screen stories, and two are derived from novel and short story properties.

Leslie Howard in Pickford Film

Leslie Howard has been signed to play opposite Mary Pickford in "Secrets", first of two pictures which the star will make this release for United Artists release. Production will be started next Wednesday morning under direction of Frank Borzage.

In "Secrets", Miss Pickford will wear eight costumes especially designed for her by Adrian, of Metro-Goldwyn-Mayer.

O'Brien and Bellamy Signed by Carl Laemmle

Because of their widely acclaimed portrayals in Universal's "Air Mail", Pat O'Brien and Ralph Bellamy have been signed by Carl Laemmle, Jr., for the two important male leads in "Destination Unknown", a story by Tom Buckingham which Tay Garnett will direct. At the moment, O'Brien is completing a featured assignment in "Laughter in Hell", Universal's picturization of the new Tully novel. New additions to the "Destination Unknown" cast also include Charles Middleton and Rollo Lloyd.

Regal Splendour for "King of the Ritz"

Excellent progress is being made by Carmine Gallone at Beaconsfield on the current British Lion production, "King of the Ritz", the big continental musical success which took the floor last Thursday.

The huge hotel set which fills the entire floor space has been the scene of regal splendour during the past three days, when large crowds of extras, numbering more than two hundred, have supported Stanley Lupino, Betty Stockfield, Henry Kendall, Gina Malo and Gibb McLaughlin.

Leads for "Vampire Bat" Chosen

Phil Goldstone has signed Lionel Atwill and Fay Wray for the leading roles in "The Vampire Bat", the fifth Majestic feature release of the season. Production was started last week.

"False Faces" Opens

"False Faces", World Wide's production starring Lowell Sherman, opened Thanksgiving Day for a week's engagement at the Paramount Theatres in New York and Brooklyn. The picture had been scheduled to open Friday, November 18, but was set back due to the New York Paramount's decision to hold their show over for a second week.

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Toronto Theatres

LOEWS—Manager Jules Bernstein — A Columbia picture, "American Madness", starring Walter Huston, and directed by Frank Capra.

UPTOWN—Manager Tom Daley — "Six Hours to Live", featuring Warner Baxter, with Miriam Jordan and John Boles. A Fox picture, directed by Dieterle.

IMPERIAL—Manager H. V. Knevels — George Raft and Constance Cummings in the Paramount feature, "Night After Night", directed by Archie Mavo.

TIVOLI—Manager M. J. Doyle — "The Big Broadcast" with Stuart Erwin, Ring Crosby and Leila Hyams. Paramount picture directed by Frank Tuttle.

CHEA'S—Manager Jerry Shea — Richard Cromwell in "That's My Boy", a Columbia feature, supported by Dorothy Jordan, Mae Marsh and Lucien Littlefield, directed by Roy William Neil.

Joe Brandt quits World-Wide—Operating Policy Difference

BROKE ALL RECORDS

At the Hollywood Theatre, Toronto

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ZASU PITTS
with Ben Lyon
Jas. Gleason

Canadian Educational Films,
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Re: CROOKED CIRCLE.

Gentlemen,-

You are doubtless aware that this picture broke all records at the Hollywood last Thursday-Friday-Saturday. Thursday night, Friday afternoon and night, and Saturday night, the theatre was absolutely packed to capacity, and hundreds were turned away each night. We are bringing this picture back for a return engagement. So much for the drawing power of the picture.

With regard to the entertainment quality of the picture, people went out of their way to tell us how much they enjoyed it, and we know our patrons laughed their heads off over it.

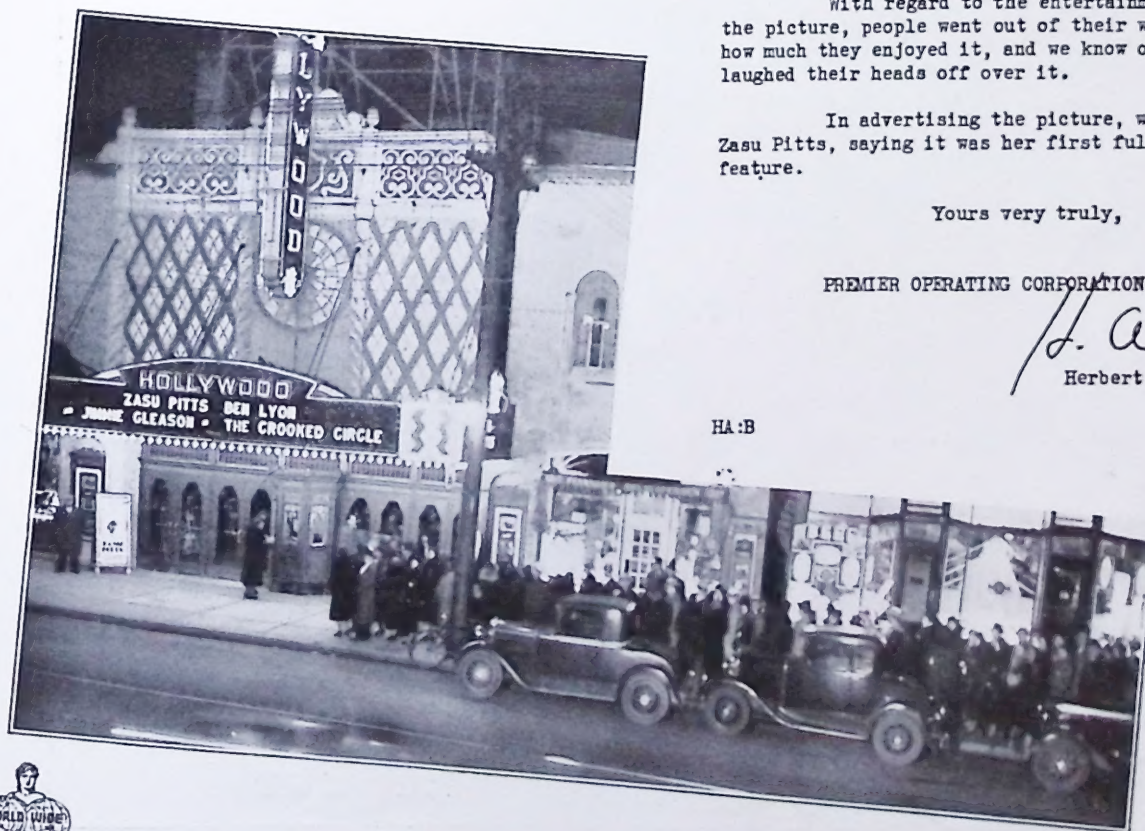
In advertising the picture, we starred Zasu Pitts, saying it was her first full length comedy feature.

Yours very truly,

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